

In the Claims

Please add new claims as follows:

—41. In a method of steganographically encoding content data to encode a digital watermark therein, the content data representing audio or visual information and comprising plural samples, each having a value, the digital watermark representing a plural-bit payload, the method including segmenting the content data into portions and processing same to encode the digital watermark therein, an improvement comprising subtracting from each of the samples a non-zero value.

42. The method of claim 41 in which the method further includes determining an average value of samples within a portion, and subtracting said average value from each of the samples included in said portion.

43. The method of claim 41 in which the samples in each portion have an order, and the method includes scrambling said order as part of said processing

44. In a method of steganographically encoding content data to encode a digital watermark therein, the content data representing audio or visual information and comprising plural samples, each having a value, the digital watermark representing a plural-bit payload, the method including segmenting the content data into portions and processing same to encode the digital watermark therein, an improvement wherein the samples in each portion have an order, and the method includes scrambling said order as part of said processing.

45. The method of claim 44 that includes scrambling the order of a first portion in a first manner, and scrambling the order of a second portion in a second, different, manner.

46. The method of claim 44 that includes scrambling said order, and thereafter transforming the scrambled data into an orthogonal domain, and thereafter changing the

transformed data in accordance with the watermark payload.

47. In a method of steganographically decoding content data to decode a digital watermark therefrom, the content data representing audio or visual information and comprising plural samples, each having a value, the digital watermark representing a plural-bit payload, the method including segmenting the content data into portions and processing same to decode the digital watermark therefrom, an improvement wherein the decoding proceeds without reference to an unencoded original of said content data, and the method includes subtracting from each of the samples a non-zero value.

48. The method of claim 47 in which the method further includes determining an average value of samples within a portion, and subtracting said average value from each of the samples included in said portion.

49. A method of encoding image or video content with a digital watermark comprising:

- providing data corresponding to a logo graphic;
- providing content data, the content data representing image or video information and comprising plural samples, each having a value;
- segmenting the content data into blocks;
- transforming the segmented content data into another domain;
- processing the transformed content data in accordance with the data corresponding to the logo graphic; and
- inverse-transforming the processed content data back into an original domain.

50. In a method of steganographically encoding content data to encode a digital watermark therein, the digital watermark representing a plural bit payload, the content data representing audio or visual information when rendered in a time, or spatial domain, respectively, the method processing said content data in a domain orthogonal to said time or spatial domain, said content data being represented in said orthogonal domain by an array of coefficients, each having a value, an improvement wherein each bit of the

watermark payload is associated with at least one of the coefficients, and the method includes assessing a coefficient to determine whether it has an original value consistent with a bit of the watermark payload associated therewith and, if not, then changing the coefficient value, and else leaving the coefficient value unchanged.

51. The method of claim 50 in which a bit of the watermark payload is represented by a sign of a coefficient associated therewith, and the method includes changing the value of the coefficient only if its sign is not in accordance with a value of said watermark payload bit.